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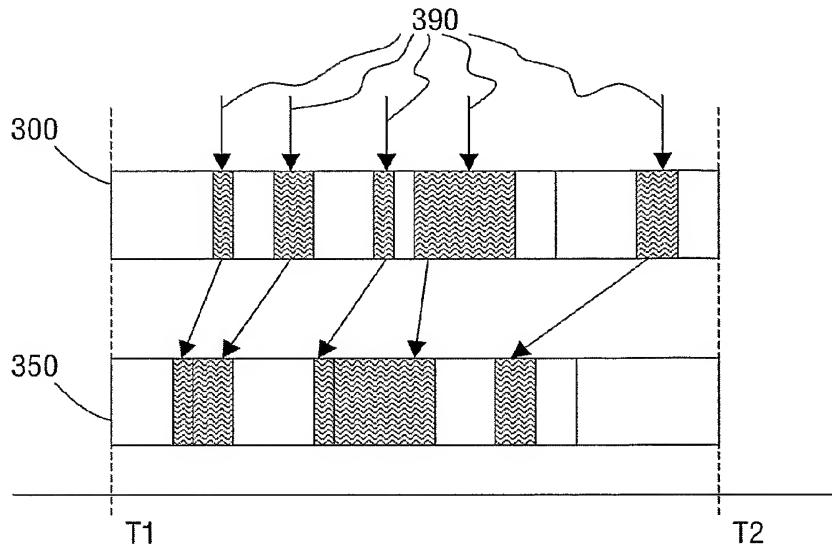
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(54) Title: METHOD OF GENERATING A CONTENT ITEM HAVING A SPECIFIC EMOTIONAL INFLUENCE ON A USER



(57) Abstract: A method of processing media content, the method comprising the steps of (210) obtaining a plurality of segments of the media content, each segment being associated with a predetermined emotion of a particular user; and (230) combining the segments so as to generate a content item (300, 410) for presentation to the particular user. In a step (250) of the method, a response (390, 440) of the particular user to the generated content item (300, 410) is obtained when the generated content item is being presented. The method also comprises a step (290) of generating a new content item (350, 450) based on the content item (300, 410), using the user response (390, 440). In a further step (220, 280) of the method, a content correlation between the segments is determined, wherein the determined correlation is used for combining the segments.

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